

DESIGN SPECIFICATIONS

Impact Postcards



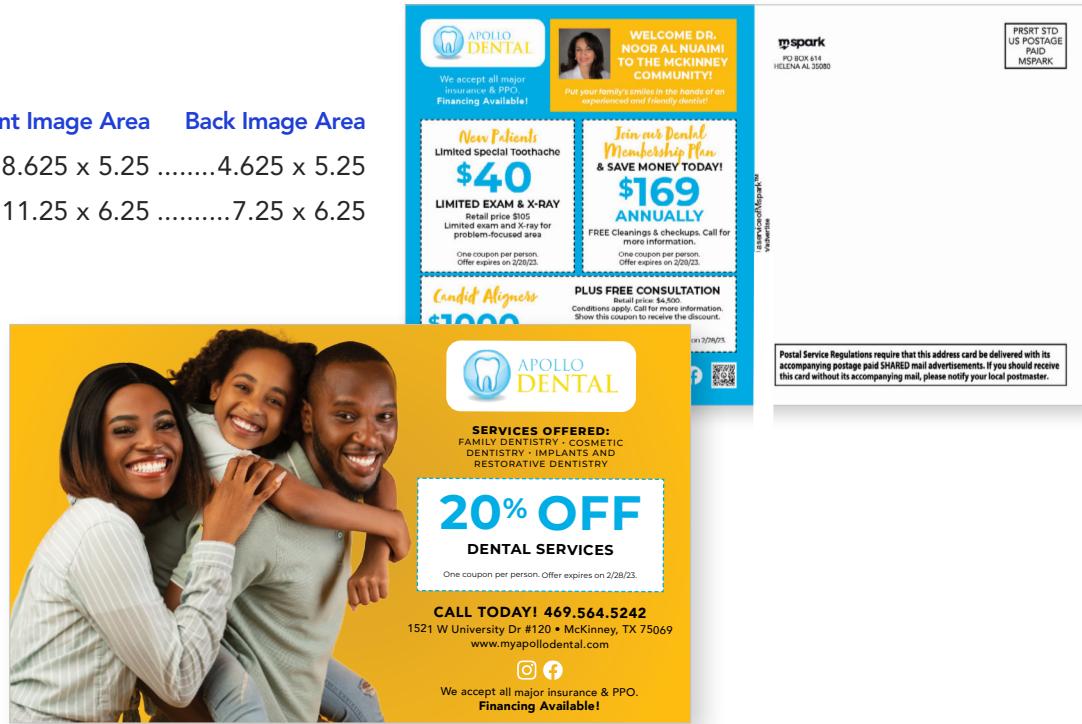
FULL-BLEED IMPACT POSTCARD

(4-Color Process)

Trim Size Front Image Area Back Image Area

IMG-9-FIX.....8.375 x 58.625 x 5.254.625 x 5.25

IMG-FIXXL.....11 x 611.25 x 6.257.25 x 6.25



DOWNLOAD OUR PDF TEMPLATE AT:

Mspark prefers high-resolution PDF files for Print-Ready Art and native InDesign files (please include ALL linked images and fonts) for ads that need revisions. All Impact postcards have a full bleed. Artwork should be built all the way to the edge of the blue area indicated on the template. The black line shows where the ad will be cut after printing. Please be sure the image area "bleeds" at least 1/8" beyond the trim line. All important text and coupon borders must be kept within the safe area indicated by the pink line on the template.

PRINT GUIDELINES:



TRIM SIZE

The finished size of the mailed piece.

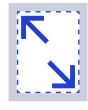


IMAGE AREA

The "live" area that is available for any artwork and/or coupons used in the ad.



BLEED AREA

The area in which artwork extends beyond the edge of the page so there is no (white) margin.